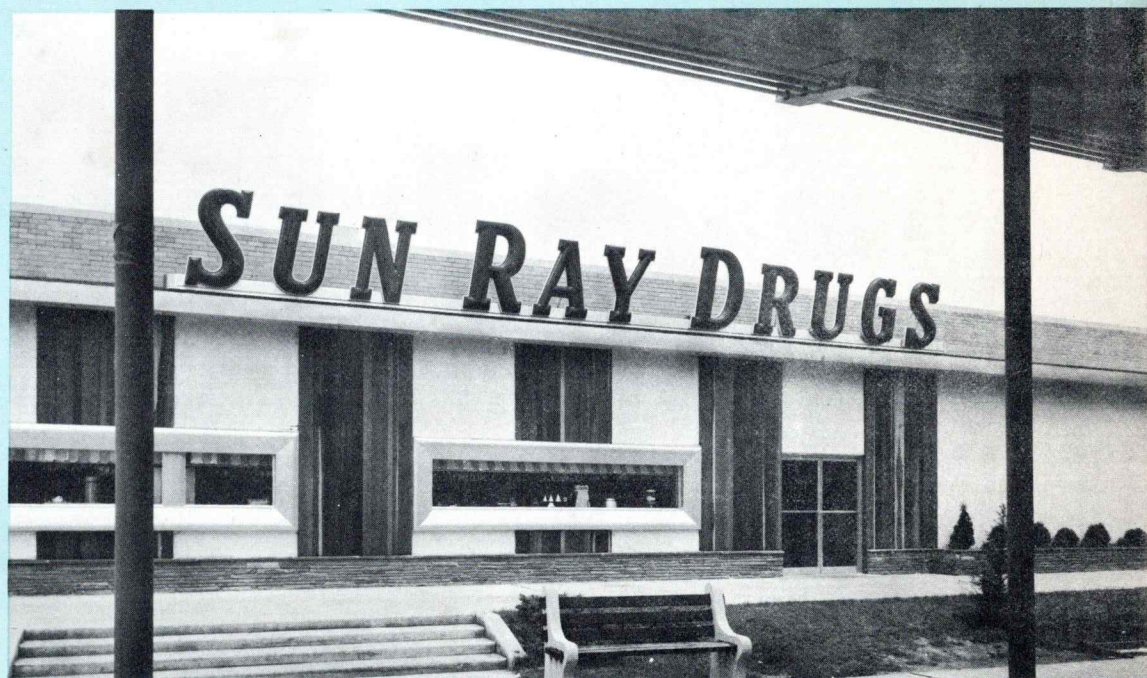


PLEXIGLAS

for **ARCHITECTURAL
SIGNS**



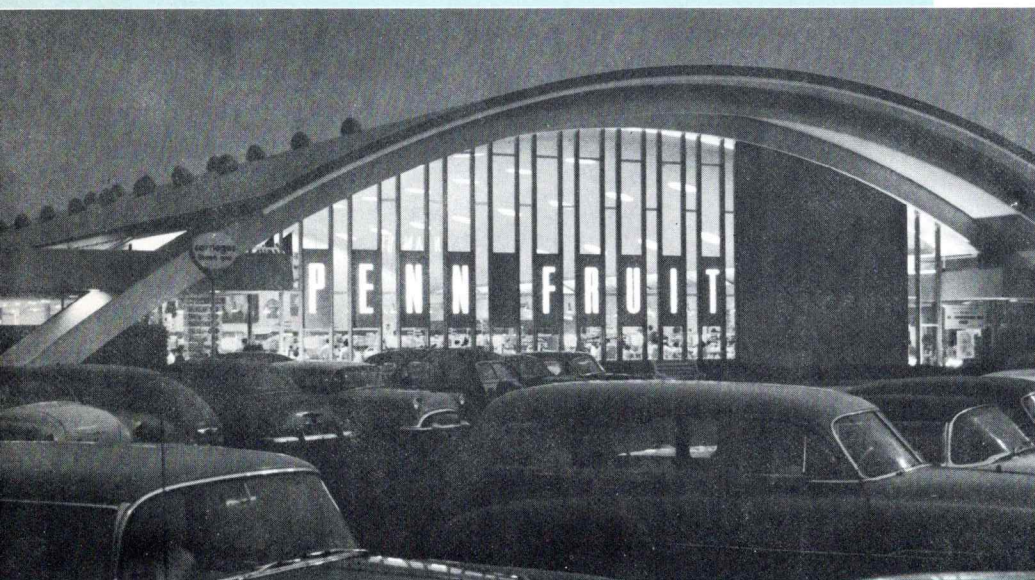
BEST in appearance NIGHT AND DAY



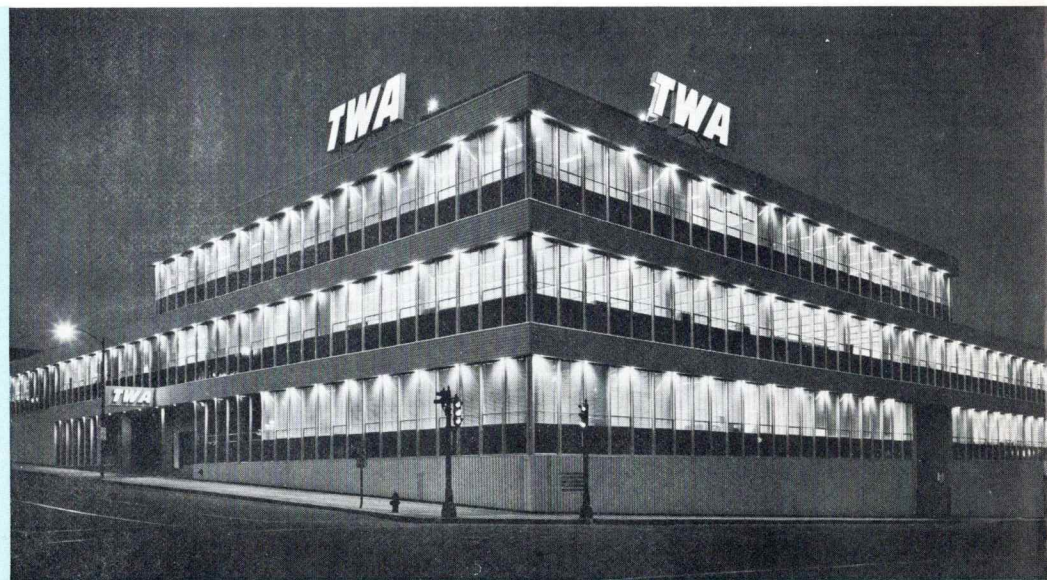
Cutout black letters on white translucent background.
Sign is 8'6" by 9', backlit by 96" slimline tubes.

signs of PLEXIGLAS

ACRYLIC PLASTIC



Formed white translucent letters, 5' high and internally lighted, mounted on green porcelain panels.



Metal channel letters with red translucent faces, on roof and over entrance of building.

- Combine dignity with powerful visual impact.
- Are completely luminous at night, from concealed light sources located behind translucent Plexiglas.
- Have clean, attractive appearance and excellent legibility in daytime.
- Can be designed to harmonize with building architecture.
- Permit accurate reproduction of trademarks and signatures.
- Are durable. Plexiglas has time-proved resistance to breakage and weather.
- Require minimum lighting maintenance, since light sources are protected by the Plexiglas from dirt and damage.



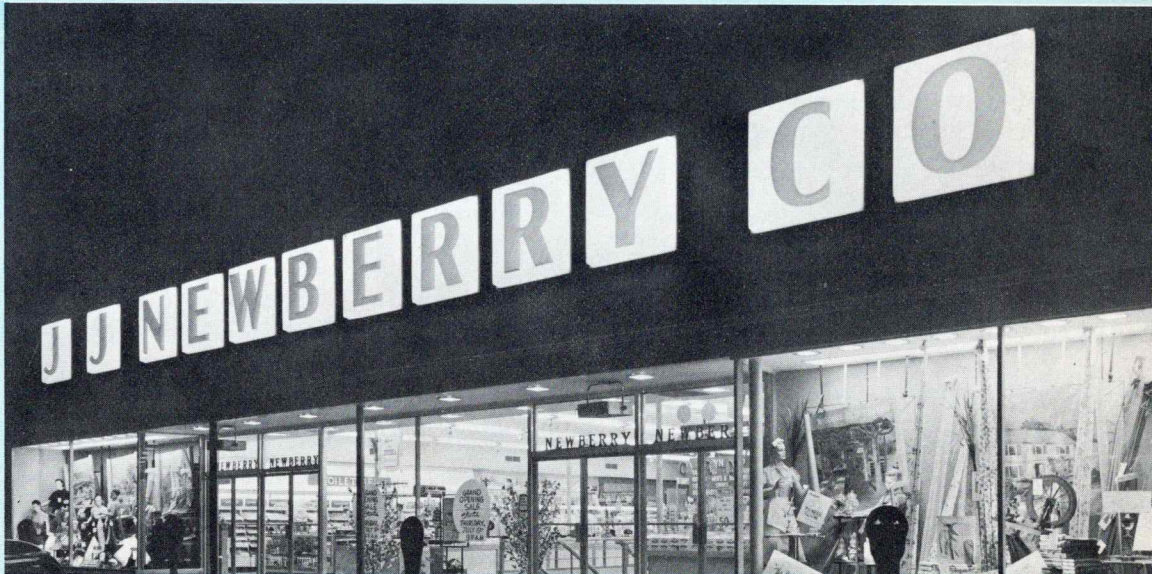
Corrugated white background, 10' x 33', for flat black and green letters; company trademark reproduced in six colors on 6' x 8' panel.



Blue translucent faces on internally-lighted 6' metal channel letters.



Fabricated three-dimensional letters with yellow faces and blue returns.



Formed red letters on 5'-high ivory pans.

PLEXIGLAS SIGNS



White faces (above) and red faces (below) on metal channel letters. Letters on Sikorsky plant are 6' high.

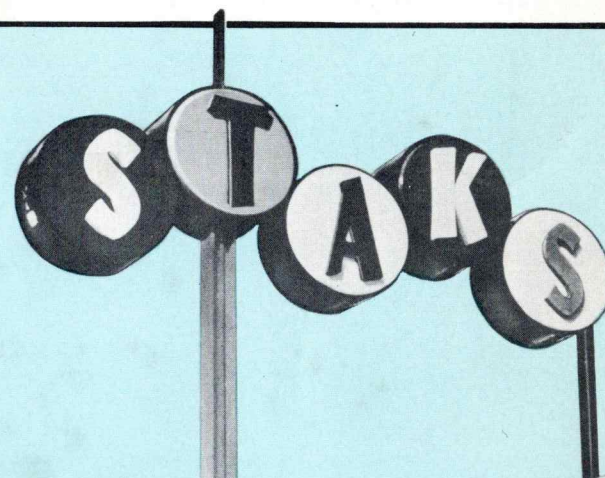


ROHM & HAAS COMPANY

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

... attract attention ...

by means of large areas of color and light. By day their gleaming faces and letters have excellent appearance and legibility. At night these advantages are heightened by internal lighting that is diffused brightly and evenly by the translucent acrylic plastic. Made of Plexiglas, a sign can be both distinctive in effect and an integral part of the architectural design of a building.



Formed letters in various colors mounted on translucent discs in contrasting colors.



PLEXIGLAS is a trademark Reg. U. S. Pat. Off. and other principal countries in the Western Hemisphere

JANUARY 1957

PRINTED IN U.S.A.